



Virginia Green Events



Profile:



The Shamrock Marathon 2008

Virginia Beach, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

The Shamrock Marathon 2008

The Shamrock Marathon is actually a weekend-long festival (the Shamrock Sportsfest Weekend) of racing featuring the marathon, a ½ marathon, an 8K race, and a children's race. It takes place along the Virginia Beach beachfront and also includes the "Sports Expo" at the Virginia Beach Convention Center. It includes runner hospitality areas and refreshment areas along the course. The event draws more than 18,000 participants and more than 63,000 visitors total to the Virginia Beach oceanfront. As such, the event results in a significant amount of waste and other environmental impacts. The planners of the Shamrock Marathon have made a concerted effort to make the race as "green" as possible, and the race is registered as a "green race" with Runners' World (<http://runnersworld-greenteam.com>). The Shamrock Marathon has taken many positive steps for 2008 and is committed to implement even more waste-saving ideas in the future!



Virginia Green Activities. When participating in the Shamrock Marathon 2008, you can expect the following practices:

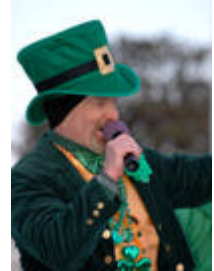
CORE ACTIVITIES for Green Events

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage.
 - Aluminum Cans, Plastic Bottles, Glass Bottles, Paper, Cardboard
- ☒ **No Styrofoam.** Events should eliminate the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable.
 - Hot liquids are served in paper-based products
- ☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible!
 - Use electronic registration, correspondence and forms

- Print brochures and other printed items on recycled content paper with 2-sided copying.
- Soy-based and additional considerations planned for 2009

☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event.

- Goody Bags are not plastic this year, instead are usable back pack
- Working with Shoes for Soles (<http://www.soles4souls.org/>) for donation of gently used running shoes at finish line and expo for runners to donate used shoes.
- Food bank at finish line to take unwanted food from finish line food bags distributed to all runners.
- Encouraging exhibitors and vendors to minimize wastes and provide for recycling of boxes and other set up wastes.
- Encourage the use of mass-transit and/or carpooling to your event.
- Runners receive an organic granola bar from Nature's Path at the finish line.



☒ **Green Signage.** Event planners must commit to **tell their participants about how green** the event is. Event signage should include the Virginia Green logo and list all "green activities" practiced in the planning and operation of the event.

- Posted web-link to the Virginia Green Events webpage
- Created a green event section on your event's webpage highlighting green activities
- Posted signs at registration which lists all of your green activities
- Used the Virginia Green logo on signs and at recycling centers

☒ **Your Green Statement.** Why Are You "Greening" Your Event? (This was used above in the event description)

For more information on **The Shamrock Marathon**, see www.shamrockmarathon.com or contact Amy Frostick at Amy@shamrockmarathon.com.



For more information on **Virginia Green** program, see www.deq.virginia.gov/p2/viriniagreen. Click on "Events" for a more of green events.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

